



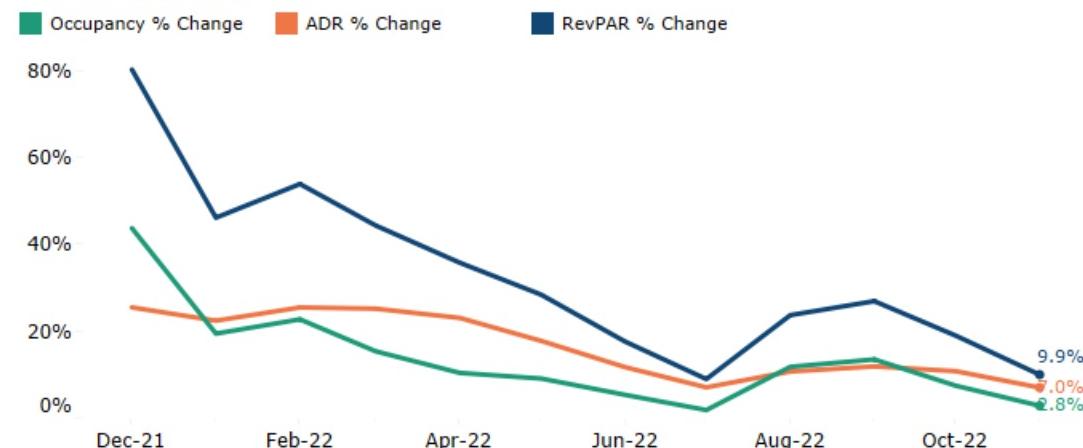
# MISSOURI DIVISION OF TOURISM

December Missouri Travel Barometer  
(Data available as of 1/10/2023)

Hotel Performance						Short-Term Rental Performance			
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue	Occupancy	ADR	RevPAR
November 2022	<b>53.7%</b>	<b>\$114</b>	<b>\$61</b>	<b>3.2M</b>	<b>1.7M</b>	<b>\$198.0M</b>	November 2022	<b>\$196</b>	<b>\$70</b>
Change vs. Previous Year	▲ 2.8%	▲ 7.0%	▲ 9.9%	▲ 0.0%	▲ 2.8%	▲ 10.0%	Change vs. Previous Year	▼ -12.9%	▲ 12.4%
Year-to-Date	<b>57.3%</b>	<b>\$116</b>	<b>\$67</b>	<b>35.9M</b>	<b>20.6M</b>	<b>\$2.4B</b>	Year-to-Date	<b>\$212</b>	<b>\$86</b>
Change vs. Previous Year	▲ 9.8%	▲ 13.7%	▲ 24.8%	▲ 0.6%	▲ 10.4%	▲ 25.6%	Change vs. Previous Year		

### STR Monthly Lodging Trends

% Change from Previous Year

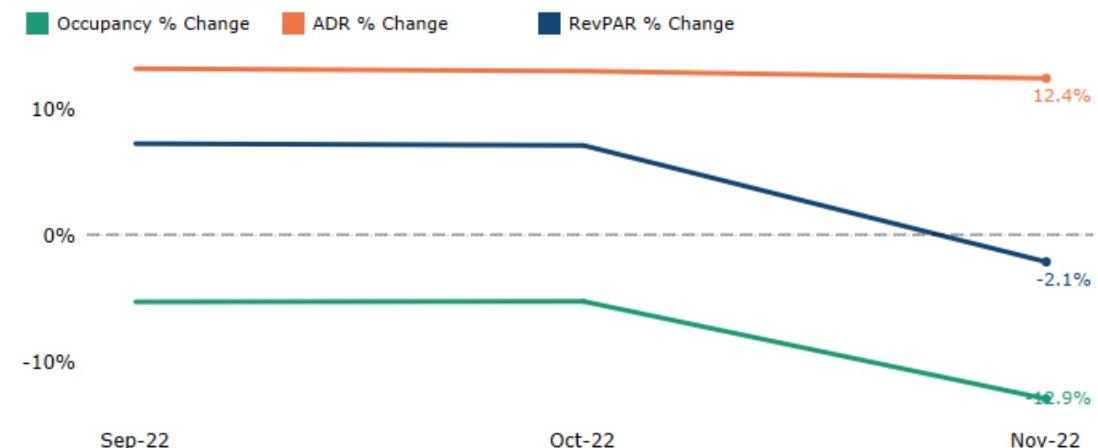


Source: STR

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### KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

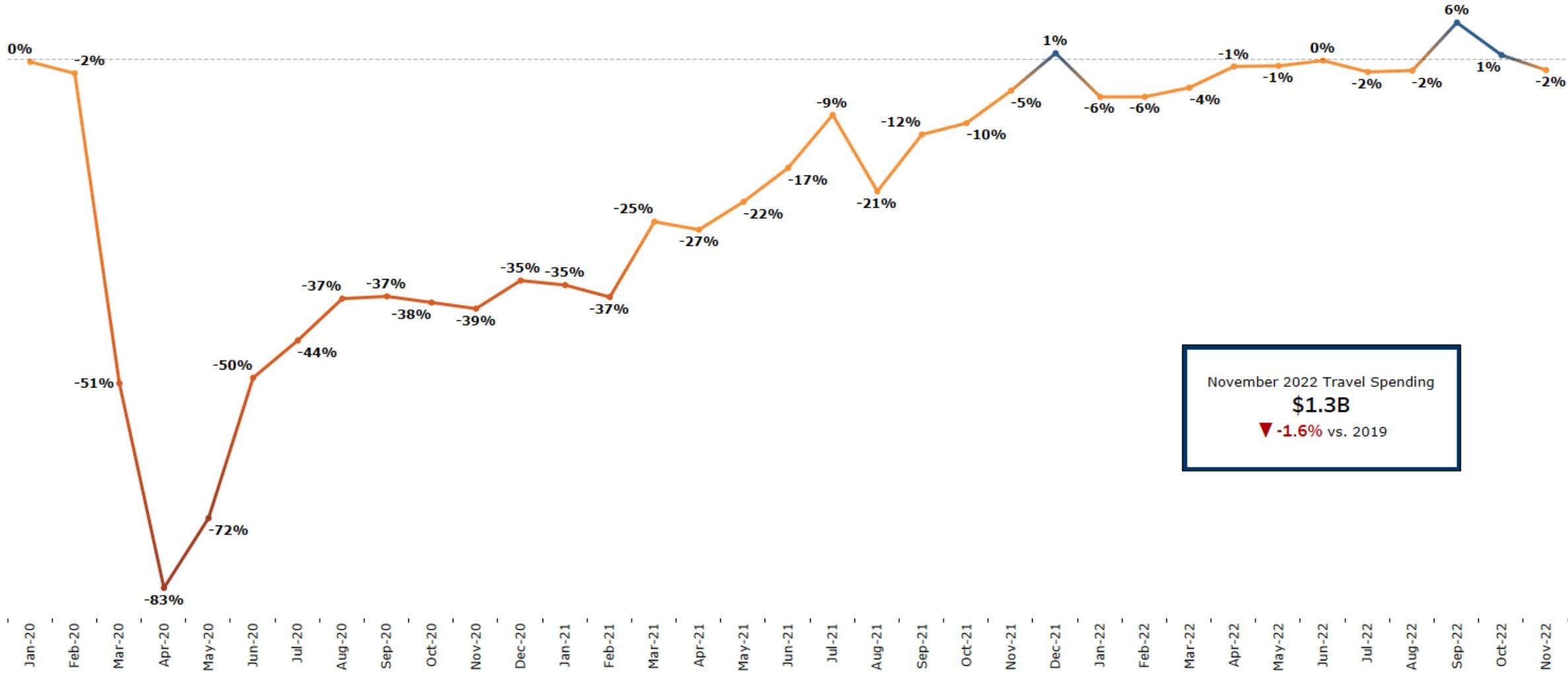


Source: KeyData

KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

## Travel Spending in Missouri

% Change from the same month in 2019

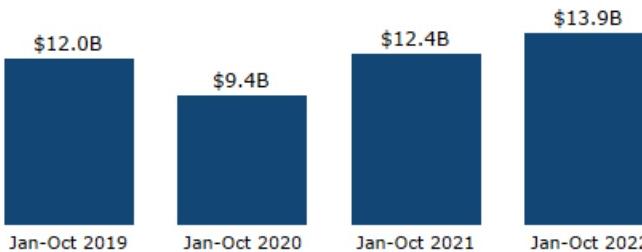


November 2022 Travel Spending  
**\$1.3B**  
▼ -1.6% vs. 2019

## Calendar Year-to-Date

## Tourism-Related Sales Revenue by Year

Calendar Year



Jan-Oct 2022  
 Tourism-Related Sales  
 Revenue  
**\$13.9B**  
 ▲ 12.0% vs. STLY  
 ▲ 15.8% vs. 2019

## Fiscal Year-to-Date

## Tourism-Related Sales Revenue by Year

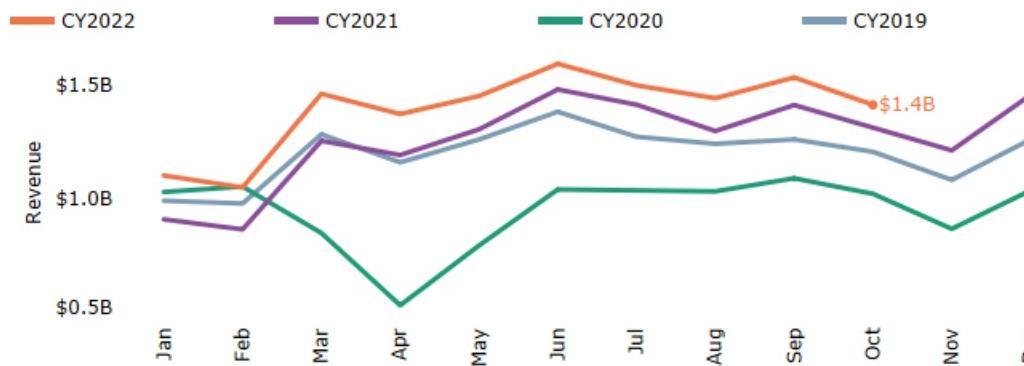
Fiscal Year



Jul-Oct FY2023  
 Tourism-Related Sales  
 Revenue  
**\$5.9B**  
 ▲ 8.4% vs. STLY  
 ▲ 18.4% vs. FYTD2020

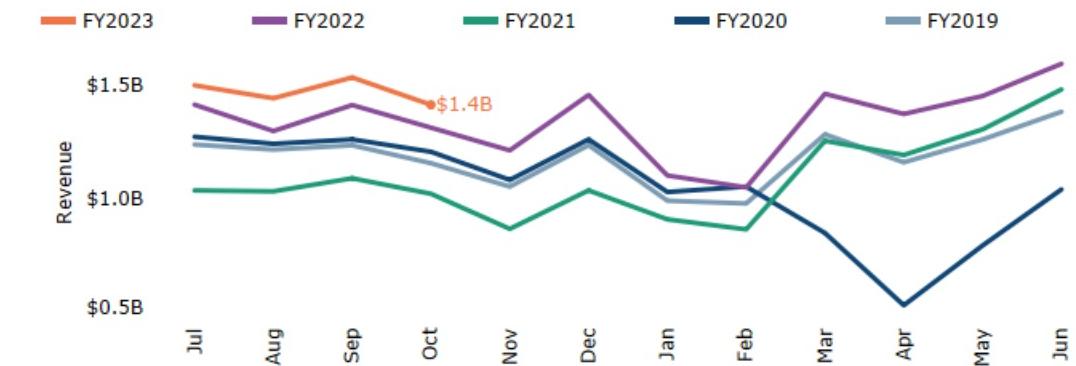
## Tourism-Related Sales Revenue by Month

Calendar Year



## Tourism-Related Sales Revenue by Month

Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year  
 STLY = Same Time Last Year



## Calendar Year-to-Date

Jan-Dec 2022 Visits  
**2.5M**  
▼ -4.7% YOY



## Top Content

thats-my-mo	37%
things-to-do	21%
travel-guide	7%
articles	6%
events	6%
Home page	6%

## Fiscal Year-to-Date

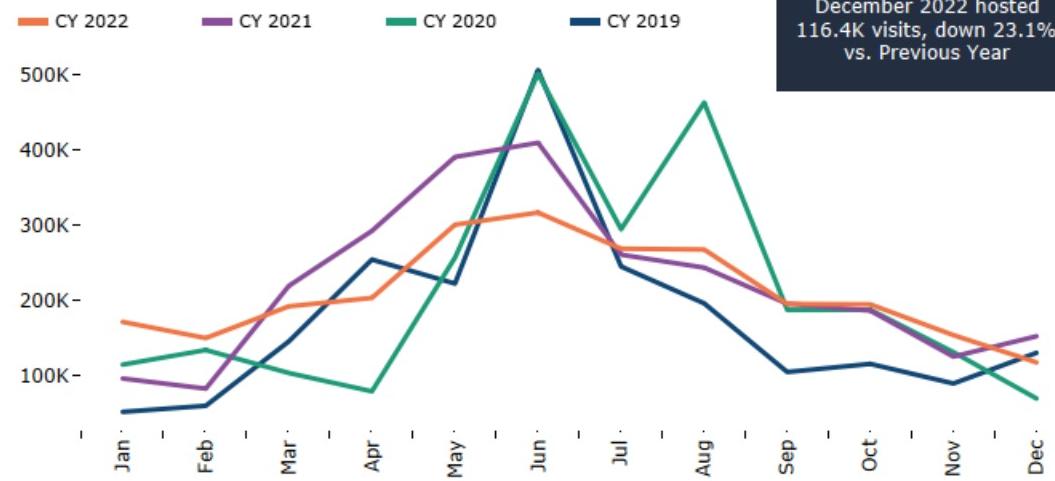
Jul-Dec FY2023 Visits  
**1.2M**  
▲ 2.9% YOY



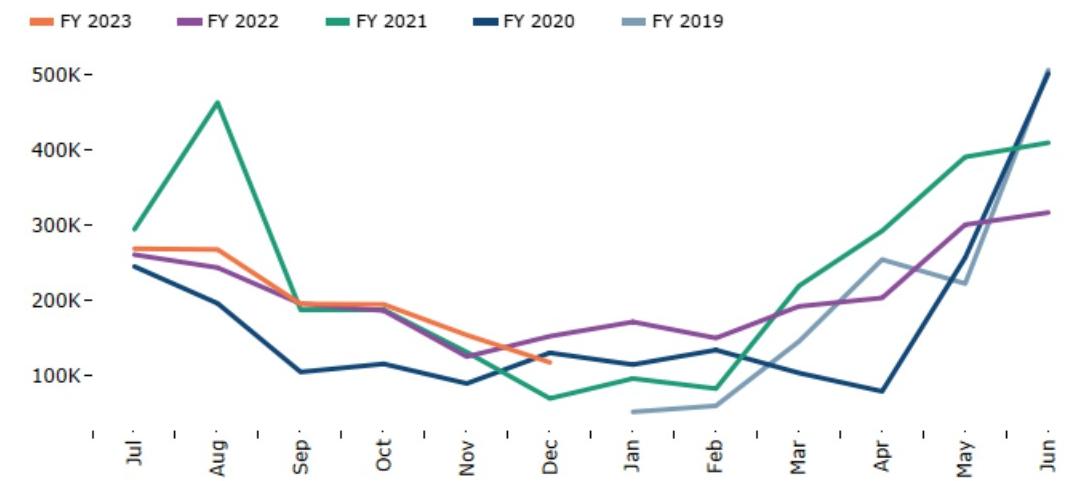
## Top Content

thats-my-mo	34%
things-to-do	22%
events	8%
articles	7%

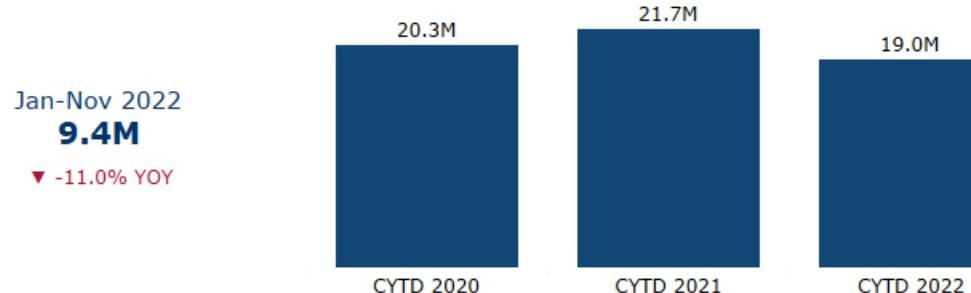
## Calendar Year Visits to VisitMO.com by Month



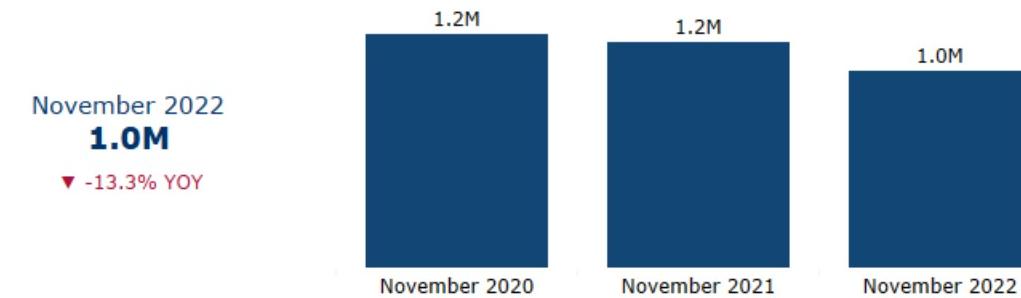
## Fiscal Year Visits to VisitMO.com by Month



## Calendar Year-to-Date Visitation

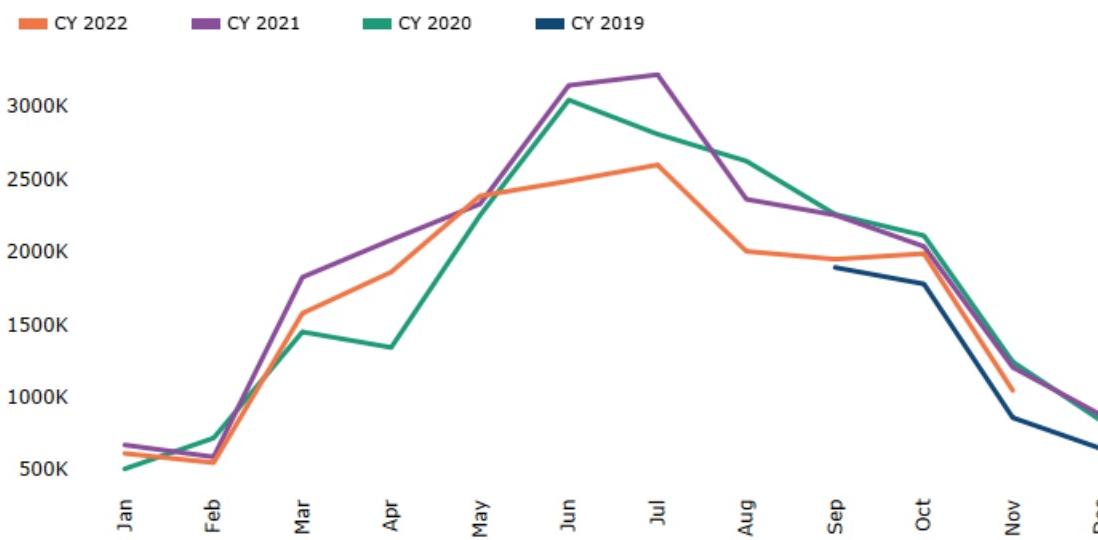


## Monthly Visitation

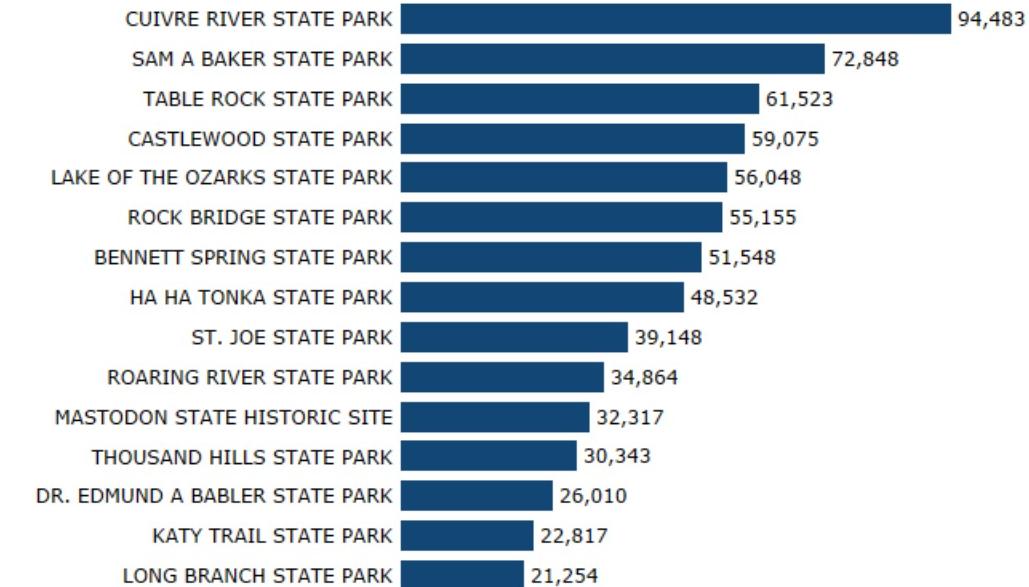


## State Parks Visitors by Month

All Missouri State Parks



## Most Visited Missouri State Parks in November 2022



## Travel Guide Fulfillment

December 2022

**489**

▼ -43.9% vs. STLY

Jan-Dec 2022

**85.8K**

▲ 194.2% vs. STLY

## Welcome Center Visits

December 2022

**22.6K**

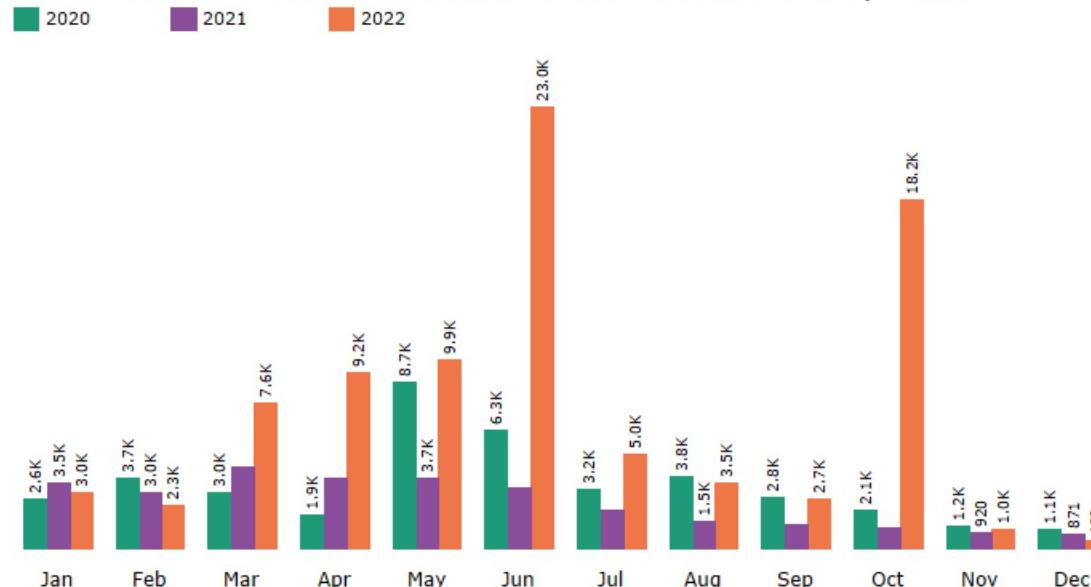
▼ -12.9% vs. STLY

Jan-Dec 2022

**354.9K**

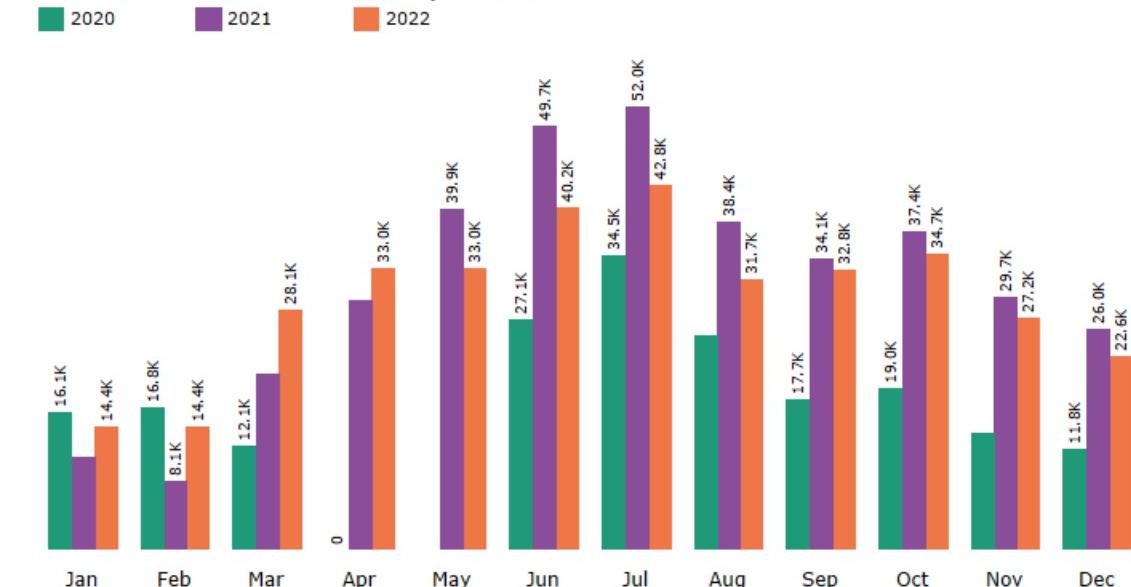
▼ -5.5% vs. STLY

## Fulfillment of Travel Guide Orders from All Sources by Month



Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

## Welcome Center Visits by Month

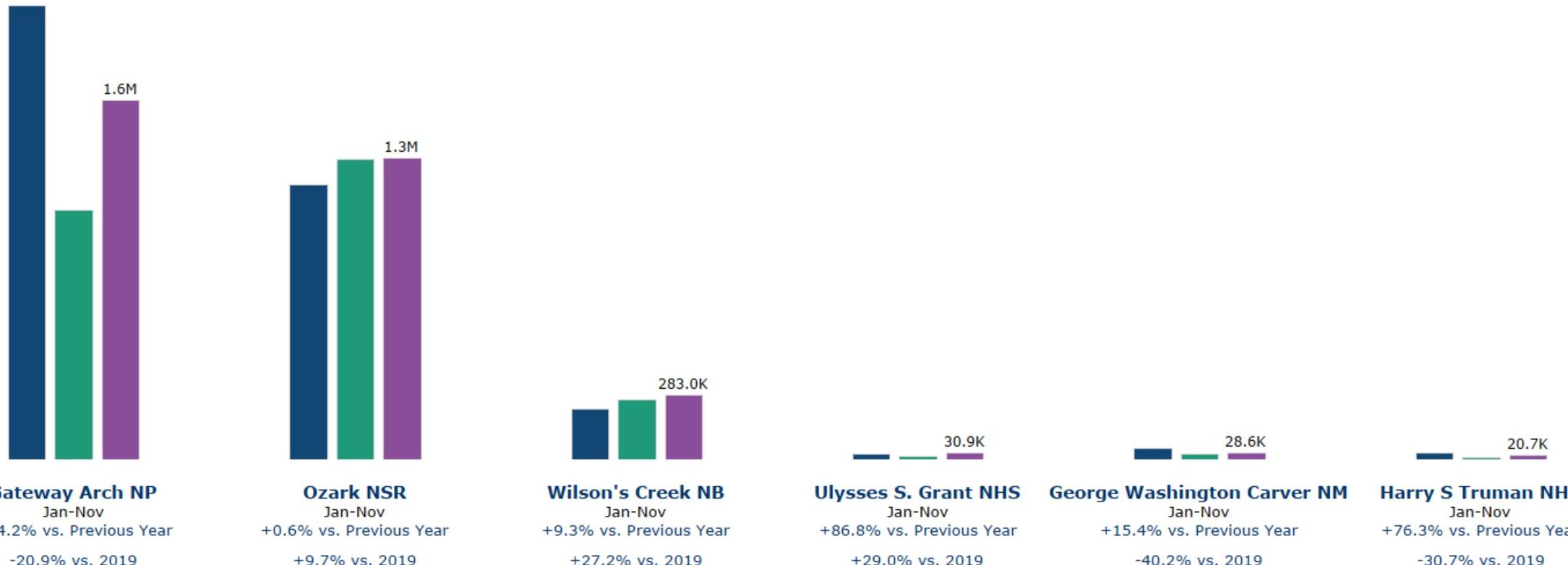


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/16/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.



## Attendance by Park

2019    2021    2022



Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.